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a plurality of strings of sequential data segments, each
string having a plurality of segments. Each segment of each
of said plurality of strings of each of said different types
of data has a content which fits the device display size.

For the database in Shin, Examiner cites the system in
Fig. 4. It should be noted that at column 11, lines 45-50,
of Shin, the structure of Fig. 4 is described as
corresponding to the data structures of cellular telephones
10 and 11. In addition, at column 2, lines 1-7, Shin
recognizes that the storage capacity of such cellular
telephones is severely limited. Thus, the storage capacity
of the cellular telephone structure shown in Fig. 4 would be
severely limited. The database required by the present
invention which must store multiple strings of sequential
data segments for each of a plurality of types of data, with
each of the multiple string having a plurality of segments.
Each segment of each of said plurality of strings of each of
said different types of data has a content which fits the
device display size. This is a great number of strings of
data which must stored in the database. It is submitted
that in view of the severely limited storage capacity of the
cellular telephone apparatus shown in Fig. 4 of Shin, one
skilled in the art would certainly be led away from the
present invention which requires the storage of multiple
strings, each for different sized user screen interfaces in
turn for multiple different types of data.

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In view of the severely limited storage capacity of the cellular telephone apparatus of Fig. 4, Shin can not suggest the element found in all of the claims of the present Application:

"..means for storing in said database a plurality of strings of said segments, each string including a sequence of segments of one different type of stored data;.."

Such an extensive storage of data strings demanded by the present invention would obviously be well beyond the severely limited storage capacity of cellular telephone apparatus shown in Fig. 4 of Shin. This is clearly borne out the description of Fig. 4 in Shin at columns 11 and 12, cited by Examiner. For a suggestion of the above described storage means in Shin, Examiner cites "Means (Fig. 4, element 408) for providing a plurality of strings of said segments...."

It is noted that Examiner uses the term "providing" rather than "storing" because there is no storing of strings of segments in the severely limited storage capacity cellular telephone apparatus of Shin's Fig. 4. Element 408 which the Examiner cites for such "storing" is described in column 12 as an accumulative image storage unit in which images pulled off of the Web or Internet by image obtaining unit 407 are stored. There is no description setting forth that these accumulating images in the accumulative image storage unit 408 are in any way stored as a plurality of strings of segments.

The Internet or Web images in Shin in Accumulation Image Storage Unit 408 have to be dynamically processed before any images are output. There is not outputting of the claimed already stored string of image segments at the user interface. The Image Selecting Unit 409 first has to

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select one of the images in Storage Unit 408. The Oversize
Decision Unit 410 then has to compare the size of the
selected image to an already stored size in Size Storage
Unit 404 desired for the selected display unit. Finally, the
image is resized if necessary to the desired limited screen
size, e.g. one segment. This dynamic process in Shin of
outputting of a sequence of dynamically produced segments on
a one by one basis is not a direct teaching of outputting an
already stored string of segments from a multitude of
strings, each string including a sequence of segments of one
different type of stored data already limited by the size of
the computer display.

Claims 2-12, 14-24, and 26-36 all include the further
limitation that the database for storing the strings of
segments is connected to the computer controlled display
interface through a network, such as the World Wide Web.
These claims recognize that the storage capacity required
for the multitude of strings of sequential segments is well
beyond the limited capacity of small sized computer
controlled display. Conversely, the cited alleged storage
apparatus of Fig. 4 is part of the cellular display
telephone 10 or 11 (Fig. 1, Shin column 11, lines 45-50).
Thus, Shin can not suggest any network connection between
the database and the computer display since in Shin, the
display and the alleged database are in the same cellular
telephone 10 or 11.

Claims 4-7, 12, 16-19 24, 28-31, and 36 are unobvious
over Shin et al. in view of Guck (US5,864,870) under 35
U.S.C. 103(a) and thus are patentable. These dependent
claims are submitted to be patentable for all of the reasons
set forth here herein above for the patentability of the
basic claims. In addition, these claims all set forth a

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limitation: that the strings of stored data include a
sequence of segments of the same type, e.g, image or text or
video etc.

Attention is directed to representative claim 4.
"4. The database system of claim 3 wherein at least <u>one of
said strings includes a sequence of segments of image type
of data</u>."

While Guck may disclose a database of files of the same
type of data, this data is not stored in the form of strings
of sequential segments which may then be output as a string
of sequential segments of the same type of data. Guck's
structure of related item items is in the form of a database
hierarchy, and there is no teaching of any output of a
string of sequential data segments of the same data type
directly from storage. Even if the teaching of Shin and
Guck could be combined, there would be no resulting
suggestion of the storage in a database of a plurality of
strings of segments of data of a selected same data type
wherein each stored segment of the stored string has a
capacity which is determined by the limited dimensions of
the display screen on which the data is to be presented.

Claims 12, 24, and 36 are unobvious under 35 U.S.C.
103(a) over Shin et al. in view of Guck (US5,864,870),
further in view of the Benschoter Publication
(US2003/0101230). These claims are submitted to be
patentable for all of the reasons set forth here herein
above for the patentability of the basic claims. In
addition, these claims all set forth a limitation: that the
strings of stored sequential data segments when output on
the display are modifiable as to the sequence.

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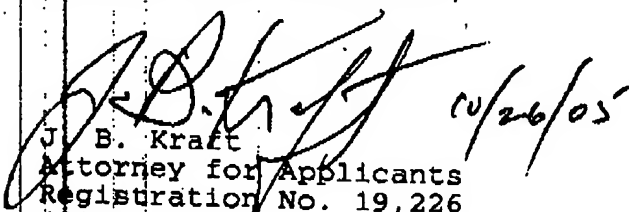
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Attention is directed to representative claim 12.

12. The database system of claim 11 wherein said receiving display station further includes means for <u>changing the order of segments to be displayed in a selected one of said plurality of strings</u> of segments.

Even if it is conceded that it is generally known to change output sequences of displayable segments, the Benschoter Publication does nothing to make up for the basic deficiencies of the of the primary and modifying references as set forth hereinabove.

In view of the foregoing, claims 1-36 are submitted to be in condition for allowance, and such allowance is respectfully requested.

Respectfully submitted,

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